## WHAT IS CLAIMED IS:

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- 1 1. A method of treating a slurry of comminuted cellulosic fibrous material to 2 produce a bleached chemical pulp, comprising:
  - (a) treating the material in a first stage with a gas containing ozone;
  - (b) treating the material in a second stage with a liquid containing chlorine dioxide;
  - (c) between (a) and (b) treating the material with an alkaline liquid to raise the pH of the material prior to-(b) and so that no washing is performed between (a) and (b).
- 1 2. A method as in claim 1 wherein (c) is practiced to raise the pH of the material to 2 at least about 6.0.
- 3. A method as in claim 1 further comprising (d), prior to (a), treating the material in an alkaline chemical pulping process, to produce chemical pulp.
  - 4. A method as in claim 3 wherein (d) is practiced using an essentially sulfur-free pulping process.
  - 5. A method as in claim 4 wherein (d) is practiced using an alkaline chemical pulping process that includes treatment with a strength or yield enhancing additive.
  - 6. A method as in claim 5, wherein (d) is further practiced using an alkaline chemical pulping process includes a bulk delignification stage, and at least one stage prior to or during bulk delignification stage in which a liquid containing a first level of dissolved organic material is removed from the material and replaced with a second liquid having an at least about 50% lower level of dissolved organic material.
  - 7. A method as in claim 1 wherein (a) is preceded by (a1) treating the material with a liquid containing chlorine dioxide, followed by (a2) treating the material with an alkaline liquid.
- 8. A method as in claim 7 wherein (a2) includes a treatment with oxygen, a peroxide, or both.

- 9. A method as recited in claim 4 wherein (d) is practiced using a soda pulping process.
- 1 10. A method as recited in claim 4 wherein (d) is practiced using a soda/AQ pulping 2 process.
- 1 11. A method as recited in claim 10 wherein (c) is practiced to raise the pH of the material to at least about 7.0
- 1 12. A method as recited in claim 2 further comprising (d), prior to (a), treating the 2 material in an alkaline chemical pulping process that includes anthraquinone, polysulfide, 3 or their equivalents or derivatives.
  - 13. A method as in claim 2 wherein (a) is preceded by (a1) treating the material with a liquid containing chlorine dioxide, followed by (a2) treating the material with an alkaline liquid.

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- 1 14. A method as in claim 13 further comprising (d), prior to (a), treating the material in an alkaline chemical pulping process, to produce chemical pulp.
  - 15. A method as recited in claim 14 wherein (d) is practiced using a soda/AQ pulping process.
  - 16. A method as in claim 15, wherein (d) is further practiced using an alkaline chemical pulping process includes a bulk delignification stage, and at least one stage prior to or during bulk delignification stage in which a liquid containing a first level of dissolved organic material is removed from the material and replaced with a second liquid having an at least 50% lower level of dissolved organic material.
  - 17. A method for producing bleached chemical pulp from comminuted cellulosic fibrous material comprising:
- (a) treating the material in a chemical pulping process in the presence of chemical
  additive to produce a chemical pulp containing at least some of the additive;

- (b) treating the chemical pulp with at least one elemental-chlorine-free bleaching
  agent to produce a bleached chemical pulp having at least some discoloration due to the
  presence of the chemical additive; and
  - (c) treating the bleached pulp with at least one oxidizing agent to remove the discoloration produced by the presence of the chemical additive.

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- 18. A method as in claim 17 wherein (a) is practiced using anthraquinone or its equivalents or derivatives as the chemical additive used in the pulping process.
- 1 19. A method as in claim 17 wherein (b) is practiced using as the at least one 2 bleaching agent one or more of the following bleaching agents: oxygen, chlorine dioxide, 3 sodium hydroxide, ozone, and hydrogen peroxide.
  - 20. A method as in claim 17 wherein (b) is practiced so that the discoloration is characterized by a yellow or orange tinge to the pulp.
- 1 21. A method as in claim 17 wherein (c) is practiced using as the oxidizing agent at least one of air, oxygen, peroxide, or ozone.
  - 22. A method as in claim 18 wherein (c) is practiced using as the oxidizing agent a gas containing ozone; and wherein (a) is a soda/AQ pulping process; and wherein (b) is practiced using as the at least one bleaching agent one or more of the following bleaching agents: oxygen, chlorine dioxide, sodium hydroxide, ozone, and hydrogen peroxide.
- 23. A method of ECF treatment of comminuted cellulosic fibrous material comprising the sequence soda/AQ cooking, and then one of D-E<sub>p</sub>-(ZEND), or D-E<sub>o</sub>-(ZEND).
- 1 24. A method as in claim 23 wherein the treatment is practiced to produce pulp with 2 a brightness over 89% ISO.
  - 25. Pulp produced according to claim 24, having a viscosity of over 21 cP.